I am in favor of the portability of personal cellular phone numbers. The cellular phone industry historically has a terrible customer service record. Switching cellular providers shouldn't be a major headache and inconvenience to the consumer. Make these companies work a little harder to earn our loyalty by enabling us to take our business, and our phone numbers, with us when we are forced to shop for a new provider after experiencing poor service. Anything less would indicate to me, once again, that our government responds to big business interests, and not the interests of the people to whom it supposed to serve.